

CONTRACT



WOIO
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

Contract / Revision 835103 /		Alt Order #
Product OH US SEN JOSH MANDEL OCT 13-OCT 23		
Contract Dates 10/13/12 - 10/23/12		Estimate # 2897
Advertiser Mandel, J/US Senate/R		Original Date / Revision 10/11/12 / 10/11/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash In Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/13/12	10/13/12	Sat Early Show	9-11a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$125.00			
N 2	WOIO	10/14/12	10/14/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$2,000.00			
N 3	WOIO	10/15/12	10/19/12	Price is Right	11a-12p		:30			NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$525.00			
N 4	WOIO	10/22/12	10/23/12	Price is Right	11a-12p		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$525.00			
N 5	WOIO	10/15/12	10/19/12	Action News at Noon	12-1230p		:30			NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$475.00			
N 6	WOIO	10/22/12	10/23/12	Action News at Noon	12-1230p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$475.00			
N 7	WOIO	10/15/12	10/19/12	CBS Soaps	1230-2p		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$600.00			
N 8	WOIO	10/22/12	10/23/12	CBS Soaps	1230-2p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$600.00			
N 9	WOIO	10/15/12	10/19/12	The Talk	2-3p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$350.00			
N 10	WOIO	10/22/12	10/23/12	The Talk	2-3p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$350.00			
N 11	WOIO	10/15/12	10/19/12	Syndicated Barter	3-4p		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
835103 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/13/12 - 10/23/12	OH US SEN JOSH MAN	2897

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel, J/US Senate/R	10/11/12 / 10/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$100.00			
N 12	WOIO	10/22/12	10/23/12	Syndicated Barter	3-4p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$100.00			
Totals											37	\$16,475.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	37	\$16,475.00	\$14,003.75
Totals	37	\$16,475.00	\$14,003.75

Signature: _____ **Date:** _____

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JOSH MANDEL

235103

Revision #: 0 Date: 10/11/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2897
Media: TV Description: OH US SEN JOSH MANDEL OCT 13-OCT 23
Product: GENERAL Flight Start Date: 10/13/12 5:00:00 AM
Market: Cleveland Flight End Date: 10/23/12 4:59:00 AM

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days														Total Spots
					Sat 10/13	Sun 10/14	Mon 10/15	Tue 10/16	Wed 10/17	Thu 10/18	Fri 10/19	Sat 10/20	Sun 10/21	Mon 10/22	Tue 10/23				
WOIO-TV																			
60	Sa 9:00a-11:00a SAT ER SHW-CBS	8 WK	\$125.00	\$106.25	30	1	0	0	0	0	0	0	0	0	0	0	1		
61	Su 9:00a-10:30a SUNDAY MRN-CBS	2 WK	\$2,000.00	\$1,700.00	30	0	1	0	0	0	0	0	0	0	0	0	1		
62	MTuWThF 11:00a-12:00p PRICE-RT 1-CBS/PRICE-RT 2-CBS	6 DT	\$525.00	\$446.25	30	0	0	1	1	1	1	1	0	0	1	1	7		
63	MTuWThF 12:00p-12:30p ACTN NWS-NOON<	6 DT	\$475.00	\$403.75	30	0	0	1	1	1	1	1	0	0	1	1	7		
64	MTuWThF 12:30p-2:00p YOUNG&RESTLESS<	6 DT	\$600.00	\$510.00	30	0	0	1	1	1	1	1	0	0	1	1	7		
65	MTuWThF 2:00p-3:00p TALK-CBS	8 DT	\$350.00	\$297.50	30	0	0	1	1	1	1	1	0	0	1	1	7		
66	MTuWThF 3:00p-4:00p ANDERSON COOPER	9 DT	\$100.00	\$85.00	30	0	0	1	1	1	1	1	0	0	1	1	7		
Total Spots:					1	1	5	5	5	5	5	5	0	0	5	5	37		

Disclaimer:

Signature: _____



Summary by Station/System

Date: 10/11/2012

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Media: TV Description: OH US SEN JOSH MANDEL OCT 13-OCT 23
Product: GENERAL Flight Start Date: 10/13/12 5:00:00 AM
Market: Cleveland Flight End Date: 10/23/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	37	\$16,475.00	100%	\$14,003.75	100%
Market Total:	37	\$16,475.00		\$14,003.75	